BARCELONA
SOCcer Academy
A Unique Way To Interpret
football and life

www.barcelonasocceracademy.eu
DEVELOPING TALENT NATURALLY

BSA has created a modern working methodology to develop, in a natural way, all the individual talent that each player possesses, to make it serve the group it belongs to.

TRAINING KIDS DEVELOPING SKILLS. LEARNING TO GROW

BSA methodology addresses the fundamental aspects of technical, tactical and physical training, incorporating a psychological aspect of great importance for the correct individual's personal development.

SPORT & LIFE LESSONS

BSA aims to use sport as a tool for transmitting values that are implicit in the practice of any team sports. We are aware of the enormous educational value of any sport for the individual in particular and the society in general, hence we provide young athletes with the right behavioral habits and patterns of conduct based on respect, tolerance and friendship.

ALL OUR TEAMS PLAY THE SAME WAY

Our teams always try to take the lead in the game, intend to keep the ball as much as possible, and play attacking football that combines effectiveness and entertainment.

The respect for Fair Play is an essential feature of all our players and staff members.
QUALITY STANDARDS
All BSA programs provide high quality standards in order to offer an excellent service and to ensure the achievement of the desired goals in each one of them. Quality indicators refer to the technical program that will be applied depending on the profile of athletes, on the human resources that managers run depending on the number of players, on the sports facilities that will be developed, and so on.

BSA has also provided mechanisms for knowing the satisfaction of the recipients of our services.

BSA ensures the smooth running of all programs where they are performed, always respecting high quality standards.

HEALTH & SAFETY
BSA has its own Child Protection Policy and Code of Good practices.

The health and safety of participants in various programs that bear the stamp of BSA is our main concern, especially when it comes to under-age athletes.

BSA ensures that all their coaches are well aware of both of them and are committed to strict compliance with our policy for the development of any of its projects.

BSA has the necessary mechanisms to ensure proper compliance of both policies, ensuring a rigorous selection process for staff and also the non-admission of people who do not comply with the professional and personal profile.

BSA ensures that when their programs are developed, all coaches have the corresponding license that enables them to perform that function, that they are suitably employed in accordance with the Spanish law and have a personal insurance.
1. For Barcelona Soccer Academy football is a form of game structured and complex, involving internal and external factors that allow linking together the various structures that make up a person. Football is a team sport that allows the individual to grow as a person and as an athlete, since it provides physical and emotional wellbeing, and a lot of intrinsic values that determine the relationship, communication, competition, learning and self-reflection.

2. In Barcelona Soccer Academy football is conceived as a whole in which the technical, tactical, physical, psychological and emotional are intertwined, which is why we use mainly the global methodology, with the aim of achieving sporting excellence, always trying to promote the player’s creative talent (never forcing it).

3. We use different ways of teaching to influence the cognitive process that every player experiences in the different actions performed. This process involves distinct phases that the player will automate naturally.

4. The training model of Barcelona Soccer Academy is based on a fragmentation of learning football in various stages and levels, so that the player will overcome different phases that are intended primarily to the work of individual skills and team play, in order to progress and improve their performance in a natural and orderly way.

5. Barcelona Soccer Academy has set up a game model itself, which is characterized by developing an offensive playstyle that combines efficiency and entertainment, in which our teams always try to take the initiative in the game and maximize possession, which becomes the focus of attention.

6. During the training sessions we basically work on two phases of the game (offense and defense) and the transitions from one phase to the other. We focus mainly on the following four main areas of content: individual technique and tactics, group tactics and style of play.

7. The typical player of Barcelona Soccer Academy is aware and comfortable with his own personal and sports development. Technically very gifted, able to interpret correctly the game is quick-witted, creative, able to perceive, analyze, decide and implement in a very short space of time. The player is tactically disciplined, knows how to generalize and transfer his learning to real game situations.

8. Barcelona Soccer Academy has a portfolio of over 100 fully trained coaches to implement the BSA method according to the Code of Good Practices and Internal Regime Regulations.

9. Barcelona Soccer Academy has developed a specific program to encourage and promote education in values of their players, coaches and fans, using a first-order educational tool as sport. On one hand, the intrinsic values of any team sport such as companionship, the effort, the spirit of excellence, perseverance, commitment, sportsmanship, healthy competition, cooperative work, etc. and, moreover, ethical values and universal coexistence as respect, solidarity, citizenship, integration, diversity, etc.

10. The health and safety of persons involved in the activities of Barcelona Soccer Academy is our priority and our main concern. For this reason Barcelona Soccer Academy has adopted a Child Protection Policy and a Policy of Risk Prevention of its own, and with which coaches are familiar with and apply to the fullest extent of their capabilities.
Juanma Lillo is a football coach who throughout his career has led various professional teams in the Spanish League: UD Salamanca, Real Oviedo, UD Almería, CD Tenerife, Real Sociedad and Real Zaragoza. He has also coached professional team Dorados de Sinaloa (Mexico).

Lillo was the youngest coach (29 years) to debut in the first division of the Spanish League. It was during his tenure in UD Salamanca, a team that rose from third division to the first division in just two seasons (1993-1995).

Last 2014 he led FC Millonarios (Bogota, Colombia) as headcoach.

In the words of the renowned sports journalist Martí Perarnau, “Juanma Lillo is a coach who has knowledge larger than an ocean”. That’s why has earned the respect and admiration of most colleges, becoming a point of reference for any coach football.

The current coach of FC Bayern München, Josep Guardiola described Juanma Lillo as “the mentor who taught me how to understand the game”.

JUANMA LILLO
BSA Technical Director
Barcelona Soccer Academy has a large portfolio of coaches, who are fully prepared to develop our programs.

Most of BSA coaches have developed a high responsibility positions in FC Barcelona Soccer Schools or have been professional football players in La Liga.

Most of BSA coaches have UEFA Licence PRO or UEFA Licence A.

The personal and professional profile of Barcelona Soccer Academy coaches is as follows:

- Young adults with experience in teaching football in formative stages.
- Perfectly capable of applying the BSA Methodology, Code of Good Practices & Child Protection Policy.
- Language proficiency. Ability to develop programs in different languages, preferably in Catalan, Spanish, English & French.
- Good communication skills.
- Correct attitude: professional, polite, good presence, responsible, respectful, quiet, discreet, hard working & promoting healthy lifestyle.
Barcelona Soccer Academy has developed 11 programs to provide football solutions to the needs of the soccer schools, clubs, associations, federations, companies and other organizations. Depending on the objectives to be achieved in sporting, social and economic point of view, the working method can be adapted by Barcelona Soccer Academy according to the profile of participants, duration of the program and the possibilities that the environment and circumstances offers.
DEVELOPING TALENT naturally

BSA TALENT DEVELOPMENT PROGRAM or “THE ACADEMY” is a model of sports management and a training program based on the Barcelona Soccer Academy method, designed to develop the talent of the players (training age from 4 to 18 years old) and reach the best possible performance of the competing teams.

For this program, Barcelona Soccer Academy has developed a very well structured method which encompasses several stages. It tries to promote in a natural way, not only the creative talent that each player possesses, but also to improve the individual player’s performance and what’s more, the collective achievement of the team to which it belongs to.

Barcelona Soccer Academy has a portfolio with hundreds of training sessions and over a thousand exercises, perfectly structured in ages and levels, aimed to work fundamental aspects of modern football as decision making, play position, etc. according to the style of game we want to convey.

This program is designed to attract and develop talent in formative stages of soccer training, with the aim of improving competitiveness and performance of different teams in order to achieve sporting excellence.

BSA TALENT DEVELOPMENT PROGRAM or “THE ACADEMY” is a year round program designed for all ages and levels, that intends to fully develop the skills and the abilities of young players to prepare them for competing in a natural way.

This is a tailored program for any soccer club, school or federation, existing or newly created, that want to invest time and resources training young players and coaches for youth football stages.

BSA has a Standardized Protocol called Road to “The Academy” divided into various stages of implementation ranging from consulting services, based on the explanation of the sports program and the BSA’s management model, to providing qualified professionals for technical program implementation, management of the sports area, attracting talent, recruiting and training local staff, etc. (Technical Director, Coordinator, Coach, Scout, Sports Manager, etc.).
BSA CAMP is a short form training program, in which participants have the opportunity to practice all the technical and tactical concepts that underpin the BSA training principals.

This program can be performed anywhere in the world and its thought for young players aged 4 to 18 years in various technical levels. Also provide specific training sessions for goalkeepers.

According to our quality standards, relating to the human resources required, we recommend for BSA CAMP program:

- 1 BSA Technical Director, maximum responsible on a sporting level (he can also perform the role of coach).
- 1 BSA Coach every 30 participants, who will oversee the work of up to 2/3 local coaches and can intervene at any time during the training session.
- 1 BSA specific coach for goalkeepers (provided that offer this service).
- 1 local Assistant coach every 10-15 participants (must have a similar profile to BSA coaches).
- 1 local locker room Assistant every 75 participants.
- 1 Translator for each BSA Coach (in case participants do not speak English or Spanish).

The day before starting a BSA CAMP, the local assistant coaches will be trained by the BSA head coach during a technical meeting in which will be discussed the philosophy and methodology of work, the technical program to be followed, the didactic training, the Child Protection Policy & the Code of Good Practices, among many other aspects.
BSA COACHES COURSE consists in a program that explains the methodology used by Barcelona Soccer Academy, and it is aimed at those coaches wishing to improve their technical competence in the field of teaching youth soccer.

We distinguish two options:

**Option A:** program that explains the management model and methodology used by the Barcelona Soccer Academy. This program consists of 40 to 60 hours course and combines theoretical and practical lessons.

**Option B:** annual training courses. These courses have a duration of:

- **Level 1:** 455 hours of instruction
  - (305 hours of theory + 150 hours of practice).
- **Level 2:** 565 hours of instruction
  - (365 hours of theory + 200 hours of practice).

Lessons are taught by BSA coaches, in collaboration with professional football coaches (classes are in Spanish &/or English). The program provides a system for assessing the level of understanding of content by participants.

At the end of BSA COACHES COURSE (Option A and B) all participants receive a participation certificate issued by Barcelona Soccer Academy.

(*) This certificate has no official recognition.
BSA TOURNAMENT is a program designed to encourage both the practice of football and the cultural exchange among young athletes by organizing competitions involving teams from Europe’s best clubs together with teams from the host country.

Barcelona Soccer Academy has a large database and contacts that will provide access to reference institutions and clubs in Europe to attract them to participate in youth football tournaments organized in countries where they don’t usually travel, in order to enhance practicing this sport where performed.

Parallel to the sporting element, such events arouse enormous commercial interest for large companies, especially when the event has a significant media coverage, enabling them to enter a new market or consolidate others, guided by a “product” that combines youth, values, culture, health and sport.

- Location or organizing football tournaments for-age teams training in Europe.

BSA has an extensive list of football tournaments addressed to children and youth at all levels and categories that are played in Europe throughout the year and an interesting network of contacts to organize a football tournament internationally.

- Participation in Tournaments with Barcelona Soccer Academy youth teams.

BSA has a database of evolving young players from different countries of great talent, willing to form a competitive team, well prepared to participate in high level international tournaments under the name and style of play Barcelona Soccer Academy.
The city of Barcelona and its surroundings are the perfect setting for sports and also for enjoying a city with a tremendous historical, cultural, gastronomic and tourism value.

Barcelona Soccer Academy offers the opportunity to enjoy at any time of year, a few days of football training sessions led by highly qualified coaches and friendly matches against local teams, in the best sports facilities for soccer practice.

Participants will stay in a high standard of accommodation in the area of Barcelona, a place where nature and leisure come together to ensure the players and coaches’ maximum safety and total satisfaction.

BSA EXPERIENCE is designed to attract groups of young people of all ages organized through clubs, sports associations, companies, agencies, etc. who want a professional service that can benefit both the athletes and their companions.

This program is for young players aged between 10 and 17 years old, both genders, from different countries, cultures, etc. It combines soccer practice, cultural visits and leisure tours. All activities are led by highly qualified professionals, so that participants are never out of control of the BSA staff.

The technical program consists of several training sessions of 90 minutes each session, in small workgroups (1 BSA coach every 12 campers) to ensure proper learning of the main technical gestures that exist in football.

In addition, many soccer aspect will be discussed in theoretical lessons. Friendly matches would be organized to face local teams.

The program is complemented by Spanish language lessons and cultural visits, excursions, leisure activities, etc. BSA EXPERIENCE is the best international soccer program nearby Barcelona city.
STRENGTHENS THE IMAGE AND THE HUMAN RELATIONS OF YOUR COMPANY

BSA CORPORATE DAY consists in the organization of a short duration event created specifically to satisfy the needs and desires of companies, organizations, institutions, etc. looking for making/offering, its customers and/or employees some quality sport activity in order to promote the values that the entity intends to convey.

For this program Barcelona Soccer Academy suggests various activities:

1. Conferences or Seminars related to the sports sector that are applicable to the business world, for example, human resource management, coaching, acceptance of the success or failure, motivation, teamwork, etc. These presentations made by people with great experience, have a very important part of experimentation, and that can be done in one day or over several sessions.

2. Sports activity which may consist of a training session following the methodology of work of Barcelona Soccer Academy, a competition between different teams, etc. to be held in sports facilities and a technical equipment to ensure the smooth running of the event.

These activities can be targeted to executives, company workers, children of workers, customers, etc. and may have an academic purpose, sport, leisure, etc.

BSA CORPORATE DAY can be done at any time of year and anywhere that has the necessary characteristics to develop this activity, in accordance with our minimum quality standards.
The basic technical goals that we work on are:

- Proficiency in implementing major technical actions that exist in football: running with the ball, control, passing, dribbling and shooting.

- Mastering the side technical gestures: air game, the definition to goal, skill, cross and the defensive techniques.

- Apply different technical gestures depending on the real game situation.

- Automate appropriate motor patterns in response to certain tactical situations.

The aim of **BSA TECHNIFICATION** affects the learning, improvement and upgrading of the main technical gestures that exists in football.

**Barcelona Soccer Academy** has developed a specific technification program structured by lines (goalkeepers, defenders, midfielders and strikers) aimed at improving the skills of each player in their natural position.
BSA SOCCER LESSONS is a program which main objective is learning, improvement and upgrading the main technical gestures that exist in football, both goalkeepers and players.

This program consists of several training sessions of 90 minutes each. Every day over a week or more, young players practice a technical gesture through drills until they get to do it almost automatically.

At the end of BSA SOCCER LESSONS all participants will have worked with the most common technical actions in football, in order to provide the tools necessary for dealing with the real game situations they will face in the future with greater assurance of success.
BSA TALENT SHOW program aimed at attracting young talents in world football. It is a platform opened to any player who has a special talent and wants to show us.

Through this program, Barcelona Soccer Academy offers the possibility to make a career plan for those young stars through the agreements it has with various professional clubs and players’ agents all over the world. Barcelona Soccer Academy has a long experience in the training of young players from different countries and can act as a springboard to an opportunity in the world of professional football, at any time without neglecting the education of the young athlete and his academic background and values.
BSA TEAM HOSPITALITY consists in managing sports stages for professional and/or amateurs soccer teams during the preseason or at other times of the year, in optimal sports facilities for football practice, in preparation for the top competition. Barcelona Soccer Academy will take care of the proper organization of the event, since the expedition arrives at the airport until they leave, once the program is finished.

This includes accommodation, food allowance, sports facilities, transportation, organizing friendly matches against local teams from the same technical level, providing tickets to attend a live match in La Liga (whenever there is availability), guided cultural visits and leisure time, etc.
BSA MATCH PRO consists in the promotion of international friendly matches between European professional clubs and/or European national teams against teams and/or national teams from abroad, either in Europe or outside.

During the preseason or throughout the year, we found numerous occasions to arrange friendly football matches between the best European clubs against other clubs they’re willing to cope with large clubs worldwide prestige.

The same applies to the National football teams. Through strong networking, BSA is available to enter into agreements with some National Federations & Associations to promote friendly matches abroad.

Barcelona Soccer Academy also maintains close links with professional soccer players and coaches, so it can facilitate the visit of one or more world famous players to events organized by companies, clubs, institutions, etc. anywhere in the world at certain times of the season.
Barcelona Soccer Academy offers many opportunities for sponsorship of projects, both in regards to the provision of sports equipment required to carry out their programs and also in terms of advertising in the various elements of promotion and dissemination of the project in question (retail, sports equipment, facilities, web site, marketing, etc.).

Each BSA project, wherever they are delivered, will have its own sponsorship program. Sponsors should be companies, organizations or other public and/or private institutions, fully supportive of the principles and values that inspired the creation of the Barcelona Soccer Academy.
The BSA main office is located at Barcelona city. This office is designed as a workspace where they originate and develop all projects Barcelona Soccer Academy. At the same time constitutes a meeting point for people who are part of the environment of BSA to watch soccer, screening of documentaries, to gatherings organized small-scale discussions with personalities from the world of sports, and so on.

This is an office where the predominant light and airy space, decorated with sports in general and football in particular, that has created a fresh atmosphere, that is enjoyable for anyone who likes sport, either collaborator, partner, customer, supplier or visitor BSA. A unique space, free of smoke and open to everyone.